

MAY 2013

**P/ID 77534/PMBQ/
PMB02**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain how a company prepares its strategy to cope with its competitors.
2. Explain the factors which have made rural markets attractive.
3. Provide suitable guidelines to companies planning to go rural.
4. Briefly explain the steps involved in marketing research process.
5. List the bases of segmentation with suitable examples.
6. Explain when and how line pruning or line modernizations are done. Give examples.
7. How do you price products to the below-poverty line market?
8. Draw a comparative profile of rural and urban consumers.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Describe the strategic choices during the different stages of evolution of market. Give suitable example.
10. “Corporate enterprises, as a part of social responsibility should develop rural areas”. Do you agree with this view? Suggest an action plan to a company of your choice.
11. “Rural consumers are brand loyal”. Evaluate the statement and examine the innovation adoptability of rural consumers.
12. Who are the major players in rural marketing research? What do you think of the requirements of successful research agency?
13. How do you evaluate and select target markets?
14. “Companies improve quality to retain and attract markets”. Discuss.

2 **P/ID 77534/PMBQ/
PMB02**

15. Considering rural urban differences, make different message decisions for the products.
- (a) Toilet soaps
 - (b) Detergents
 - (c) Cement.
16. Discuss the use of internet as a medium of distribution in urban and rural areas. Does it hold promise in the rural areas?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Do you prefer personal or non-personal channels for the products given below:
- (a) Washing powders
 - (b) Confectionery items
 - (c) Kitchen appliances.
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3 **P/ID 77534/PMBQ/
PMB02**